

**Outreach Committee (OC)**  
**January 27, 2010**  
**Meeting Notes and Next Steps**

**Attendance:** Jake Marren staff liaison; Dave Davis, Beri Kravitz, Donna Vincent Roa, OC members, Moriah Ferullo, guest.

**Meeting Commencement**

The August meeting of the OC convened at 7: p.m. on Wednesday, January 27, 2010. The agenda for this month's meeting reviewed.

**Purchasing Issues**

- Group discussed several purchasing options
  - Books for nature center
  - Watershed Model
  - Magnets
  - Other paraphernalia for the Environment Commission
- NOTE: these issue were obviated by Mark's discovery that our window for spending the money was closing within 48 hours. Money likely to go for watershed model, possible opportunity in July for revisiting purchases.

**Vendor / Speaker Line-up for HH**

- Beri has a long list of vendors, she is busy shortening the list to a usable length.
- David mentioned Sea Grant people and DNR,
- The nature center was proposed as a low cost alternative to Scales and Tails. Jake has sent email to Amanda Matheney about this option.
- Montgomery County Gardners' speaker list. Will someone volunteer to follow this lead up?
- Scoping issues
  - David will contact Jen Betts to determine our time/space constraints for any presentation.
  - Once that is set, group will use those criteria to select a speaker.
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**Give Away Outreach Materials**

- Donna proposed looking into EPA materials
- David looking into getting discounted seeds for native plants
- Moriah will investigate the outlet insulators she found.
- David still looking for discounted CFL's

**SuperBowl Recycling Campaign**

- Facebook issues
  - Can we use the city's account? Jake and David will ask JoAnn at meeting with JoAnn next Tuesday.
  - Should we use a private account to "infiltrate" and spread the word

- Jake will search out the neighborhood list serves to create wider audience
- Any Mailing/ email will need to be done around Friday, February 5<sup>th</sup> to maximize proximity to actual event
- Text for the Email/ announcement should be finalized this weekend (Jan 30-31)  
WHO IS ON THIS?
- Jake will

#### **New Business**

- Donna discussed possibilities for a music/video competition to promote recycling
- Formats discussed
  - You Tube
  - Battle of bands
  - People seemed to lean towards an Internet-based approach, as setting up a stage, etc. seemed difficult.
- Donna also raised idea of creating a “webstamp” to put on websites that link to the city’s recycling page. Issue of links between city and private companies.
- Need to try to get a “remember to recycle” message included on City publications

Meeting closed at 8:50 p.m.